

*FILED VIA FACSIMILE*PATENT APPLICATION
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Phillip Y. Goldman, et al.

Serial No.:

09/264,432

) Art Unit
) 2614

Filed:

March 8, 1999

Conf. No.:

3073

For:

SYSTEM AND METHOD FOR INSERTING
ADVERTISEMENTS INTO AN INFORMATION
RETRIVAL SYSTEM DISPLAY

Examiner:

Scott E. Beliveau

Customer No.:

047973

AMENDMENT "J" with RCEMail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of April 6, 2005, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.